E-Farmkart: A Traditional Agricultural Marketing without Broker Intervention

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***Abstract*- Agricultural development and agricultural productivity has been increased with the changes in traditional agricultural practices. But for the Indian farmers it has become a tragedy over the market to get good price for their produce due to the lack of information and the involvement of broker in the Agricultural Produce Market Committee (APMC). So the proposed paper intends to develop a website which will be a portal for farmers to sell and buy the agricultural produce without any broker's intervention. And the website also provides the information about current market prices (message alerts containing buyer information), seeds and fertilizers along with APMC rates (commodity wise) of previous day.The paper explains about three different portals namely Buyer Portal, Supplier Portal and Information Portal(Daily alerts).This paper gives the information so as to make the farmers to get good price for their crops by means of message alerts to the registered farmers(commodity wise) . It is helpful to avoid the brokers in the market (APMC). This paper gives an E-Marketing facility. It will boost the economic status of farmers.**

***Keywords*- Farmers, agents, commission**

I.INTRODUCTION

Farmers are backbone of country but they are facing new challenges every day as the population is being increased and demand for the agricultural products is also increasing .It is becoming difficult for the farmers to cope up with the increasing demand. For feeding and expanding the global population while meeting strict new emissions requirements, to produce more food on fewer acres while minimizing their environmental footprint.

The particular problems faced by farmers are:

- Farmers will not get the reasonable price in the APMC.
- Farmers should pay tax to sell their products in APMC which includes CESS (tax on tax) and also commission for commission agents.
- New government mandates and regulations.
- Fluctuations in global financial markets.
- Lack of supply chain of seeds and fertilizers.

As part of commitment to help farmers meet their challenges, we are providing the information about current market prices for the respective crops, about government mandates and regulations, seeds and fertilizers.

II. PROPOSED SYSTEM

The proposed system is to provide the information about the agriculture. It consists of three portals and three modules. They are as follows.

Modules: Admin- Admin can enter the details about the seeds and fertilizers. She/he can control over the flow of data. Here user is the authorized user. They will be having the login id and have permission to enter the details of farmers in supplier and daily alerts portal. And the final Consumer is the buyer or supplier, who is the end user of this system.
Portals: Supplier Portal- Where the farmers can enter their commodity details and register their numbers for the message alerts. Buyer Portal- Where buyer can post their requirements and the commodity is used to search in database, if it found in the database then the contact number of particular farmer is fetched and a text alert will be sent to his/her and Daily Alerts Portal- Where the registered farmers can get the daily alerts about the seeds, fertilizers and weather of their regions.

System Requirements

System requirements are expanded version of user requirements that are used by software engineers as the starting point for the system design. System requirements should simply describe the external behavior of the system and its operational constraints.
Hardware Requirements: Processor: Intel Pentium 4 and above, Hard-Disk: 20 GB, RAM: 512 GB
Software Requirements: Operating System: Windows XP and above, Jdk 1.6 and above, Adobe CSS3, Wamp (Web Server)

Functional Requirements

The functional requirements for a system describe what the system should do these requirements depend on the type of software being developed, the expected users of the software and general approach taken by the organization when writing requirements.

Functional requirements of proposed system are 1) The user shall to access the portal by providing respective details with user name and password. 2) System shall provide options for registering for new users or text services to registered users.
Non functional requirement is a requirement that specifies the criteria that can be used to judge the operation of the system. Non functional requirements are often called qualities of the system. They can be dividing into 2 main categories are 1) Execution Qualities:- Security and Usability and 2) .Evolution Qualities:-Reliability, Adaptability and Scalability and Security.
Each user is having username and password. The message will be send to their register mobile number.

Usability - It is the ease of using a software application, in proposed system we are trying to build a user friendly graphical user interface which makes very much easy to application even through a user doest have much knowledge about the system.
Reliability - We are providing business to customized cycle in the market by adapting this proposed system both farmers as well as customers can get up to 20% of extra profit .We strongly avoid agent's deals with seeds, fertilizers, agricultural instruments and crops.
Scalability - No change in functionality even there in the increase in the number of users using the service of proposed closed portal server. Increase in the capacity of the server and adding new features to the server.

III.DETAILED DESIGN

During detailed design the internal logic of each of the modules specified in the system design is decided.
In system the focus is on identifying the modules, whereas during detailed design the focus is on designing the logic for each of modules. In other words, in system design the attention is on what components are needed while in detailed design how the components can be implemented in the software. During this phase future details of the data structure and algorithm design of each of the module is usually specified in high level description language, which is independent of the target language in which software will eventually implemented. Thus design methodology this systematic approach for creating design by application of a set techniques and guideline.

Admin Module

Only the administrator can access this module. This module deals with all the administrative issues.
The main features of admin module are:

- Enhance Administrative efficiency.
- Provides authentication to the users by providing user name and password.
- Provide high level security.

User Module

User module contains all the information of the his personal it's the module where he can view the entire module and information , but only he can view his information by using his/her username, password and user id. User module provides the user the following features: Sending, forwarding and receiving message.

IV.TECHNOLOGY USED FOR IMPLEMENTATION

PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP originally stood for Personal Home Page, but it now stands for Hypertext Preprocessor. But PHP is not meant to run in desktop as desktop application. The main objective is to provide a way for developing desktop GUI applications using web technologies such as PHP, HTML, JavaScript. It embeds a web browser, a multithreaded web server and a PHP interpreter. All embedded into a single application. The analysis states that including this feature would solve the major issue for the PHP developers and make easy and fast development.
PHP is very easy to learn and easy to develop web applications. Due to its simplicity it has huge number of users. The PHP interpreter only executes PHP code within its delimiters. Anything outside its delimiters is not processed by PHP, although non-PHP text is still subject to control structures described in PHP code. The most common delimiters are <?php to open and ?> to close PHP sections.

Implementation Procedures

Implementation of web portal is hosted. Each end user satisfaction of intended user and operation of the system, the end user get all information regards to the agriculture. The user can sell or buy his products directly to the companies or from the company by doing this end user and company get 20% profit by avoiding commission agent/middleman.

V.RESULTS

The implementation of the paper results in the following modules as shown below.

- Home Page
- Sign up Page
- Admin Login Page
- Admin Page
- List of Products
- Order Products
- Shipping Details

Home Page

The web portal home contains all information and contact details of the seeds fertilizers agricultural instruments and other products

Home page

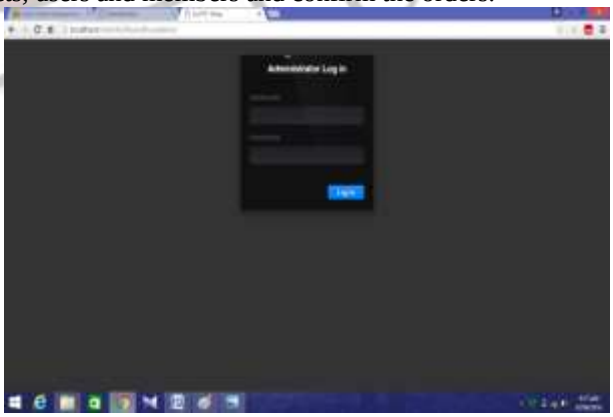
Sign up Page

The end user wants to buy the agriculture products from web portal he have to sign up by his all details. By doing this he can get user name and password.

Sign Up Page

Admin Login Page

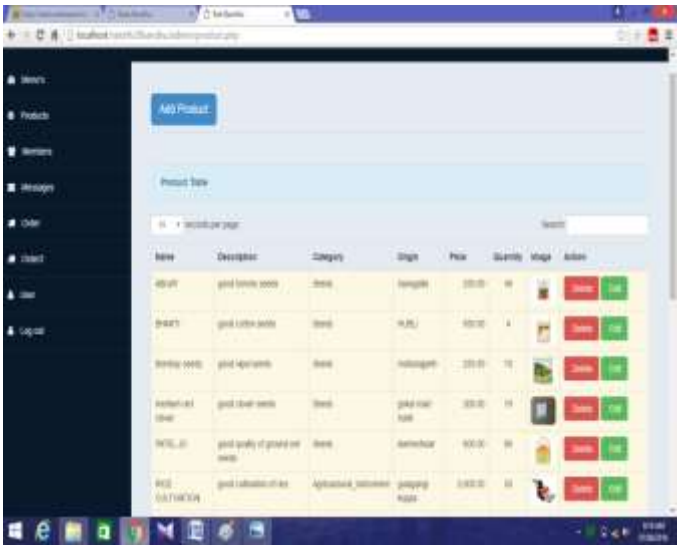
The admin can add/delete the products, users and members and confirm the orders.



Admin Login Page

Admin Page

Admin can edit or delete the products.



Admin page

List of Products

The description of different products available along with order tabs.

List of Products

Order Products

Conform the order by end user with the informations of quntity and price of the orderd products.

Order Products

Shipping Details

Once the order conformed by the end users .end users have to provide the all the necessary information about the shipping address.

Shipping Details

VI.CONCLUSION

E-marketing is the one of the major step in modern age, web portal works as the helpline for the farmers completing their need and clearing their doubts. The site provides extremely low risk, faster response to both marketers and the end user, Increased exposure of products and services and Opens the possibility to a market of one through personalization. Thus we are trying to help the farmers so that backbone remains strong.

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